



Social Media and Communications Policy

Billingham Boxing Academy recognises the importance of social media and communications in promoting the club, engaging with members, and supporting the boxing community. This policy outlines the standards and expectations for the safe, respectful, and responsible use of social media, digital communications, and public messaging.

1. Purpose of the Policy

The purpose of this policy is to:

- Promote safe and responsible communication practices
- Protect the welfare and privacy of members and participants
- Safeguard the reputation of the club and England Boxing
- Ensure compliance with safeguarding and data protection requirements
- Promote respectful and inclusive behaviour online and offline

2. Scope

This policy applies to:

- Trustees and committee members
- Coaches and volunteers
- Members and participants
- Parents and carers where appropriate
- Anyone representing or communicating on behalf of the club

The policy applies to:

- Social media platforms
- Messaging apps
- Email communication
- Websites and online content
- Digital marketing and promotions

3. Acceptable Use

All communications connected to the club should:

- Be respectful, accurate, and professional
- Promote positive behaviour and inclusion
- Reflect the values of the club and England Boxing
- Avoid offensive, discriminatory, abusive, or inappropriate content
- Protect confidentiality and personal information

4. Safeguarding and Welfare

Safeguarding is a priority in all communications.

The club will:

- Follow England Boxing safeguarding guidance
- Avoid inappropriate one-to-one communication with children where possible
- Use group communication methods appropriately
- Obtain parental consent where required
- Respond appropriately to safeguarding concerns arising online

5. Photography and Video

Photographs and videos may be used for:

- Club promotion
- Events and competitions
- Social media and website content
- Community engagement

The club will:

- Obtain consent where appropriate
- Respect privacy and safeguarding considerations
- Avoid publishing content that may place individuals at risk

6. Data Protection and Privacy

All personal information shared through communications must:

- Be handled securely
- Comply with UK GDPR and data protection legislation
- Only be used for legitimate club purposes
- Not be shared without appropriate authority or consent

7. Social Media Conduct

Individuals connected to the club must not:

- Post discriminatory, abusive, or offensive content
- Bully, harass, or intimidate others
- Share confidential club or safeguarding information
- Bring the club or England Boxing into disrepute
- Engage in inappropriate arguments or online behaviour

Positive role modelling is expected at all times.

8. Official Club Accounts

Official club social media accounts and communications should:

- Be managed by authorised individuals
- Use appropriate passwords and security measures
- Maintain professional standards
- Publish accurate and appropriate information
- Follow safeguarding and branding guidance

9. Messaging and Communication with Members

The club may use:

- Email
- Messaging applications
- Social media platforms
- Club websites

to communicate information relating to:

- Training sessions
- Events and competitions
- Safety information
- Club updates and activities

10. Equality, Diversity and Inclusion

The club is committed to promoting equality, diversity, and inclusion in all communications.

Discrimination, hate speech, harassment, or exclusionary behaviour will not be tolerated.

11. Complaints and Concerns

Concerns regarding online behaviour or communications should be reported to:

- A coach
- Committee member
- Club Welfare Officer

Complaints will be handled in line with the club's complaints and safeguarding procedures.

12. Breaches of the Policy

Breaches of this policy may result in:

- Informal or formal warnings
- Removal of content
- Restriction of communication privileges
- Suspension or disciplinary action
- Referral to England Boxing or safeguarding authorities where appropriate

13. Monitoring and Review

The club may monitor official communication channels and social media accounts to ensure compliance with this policy.

14. Responsibility

All individuals connected with the club share responsibility for maintaining respectful, safe, and appropriate communication practices.

15. Policy Review

This policy will be reviewed annually or following changes to safeguarding guidance, legislation, technology, or England Boxing requirements.

Declaration

I confirm that I have read, understood, and agree to comply with the Social Media and Communications Policy.

Name: _____

Role: _____

Signature: _____

Date: _____